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ABSTRACT

This brochure, published by the College of Business & Economics at Boise State University, gives a brief description of the various programs and initiatives undertaken during 1998. The brochure begins with a statement of the College's vision, mission, and values and beliefs about learning, education, and people. Following are brief descriptions of notable activities and initiatives, beginning with a message from the dean and going on to cover business endowments, marketing and finance, accountancy, graduate programs, economics, technology, an international business consortium, the Idaho Council on Economic Education, the Idaho Small Business Development Center, computer information systems and production management, the Center for Management Development, two alumni sketches, student activities and services, enrollment and budget, and lists of faculty, advisory councils and boards, and donors. (CH)

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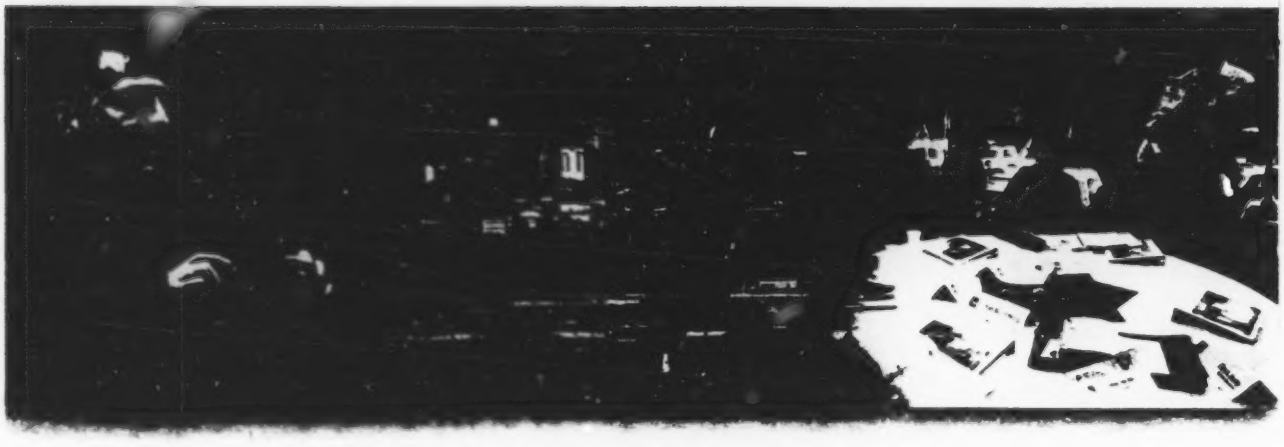
A STRATEGIC ALLIANCE WITH BUSINESS IN IDAHO AND BEYOND



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BOISE STATE UNIVERSITY 1998

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College of Business & Economics
Boise State University

The College of Business & Economics (COBE) at Boise State University is the primary emphasis business school in Idaho. With over 100 faculty and professional staff, over 2,500 students, and delivery sites throughout Southern Idaho, the College has degree programs in accountancy, computer information systems, economics, finance, international business, management, marketing, and production management. We also serve as an educational resource through our Center for Management Development, the Idaho Small Business Development Center, and the Idaho Council on Economic Education.

Our Vision

To remain the best business school in the State of Idaho and to be a premier business resource in the Northwestern United States.

Our Mission

To advance the success of individuals and organizations of Idaho by providing responsive, accessible and high-quality educational services in business and economics.

Our Values and Beliefs

About Learning

Students — Students are our top priority. The quality of their education is critical to our mutual success.
Experimentation — We value flexibility, change, curiosity, and continuous improvement. These are essential to our continued success. We value trying things and making new things happen.
Life-Long Learning — We value an enthusiasm for learning throughout one's life. The College is a community of learners.
Learning Styles — We support a climate in which individual learning styles are accommodated.

About Education and College

Accountability — We believe that, as part of a public, state-supported University, we must be good stewards of the resources entrusted to us.
Integrity — Honesty and integrity are fundamental to the College and must permeate instruction, intellectual contribution, and outreach activities.
Excellence — We value quality in all endeavors and strive for excellence in what we do.
Freedom of Expression — In the classrooms, research projects, and extended facilities of the College, freedom of expression is encouraged and supported. We welcome spirited debate and the challenge of ideas.

About People

Listening — We value open dialogue, mutual learning and respect for others' opinions.
People — People are the core of our strength. Students, faculty, staff, alumni, the business community and other constituents are the source of our vitality and effectiveness.
Community — We believe it is our responsibility to be a resource to the community, and to contribute to efforts to improve the economy and the quality of life in general.
Collegiality — We value the collective responsibility shared by each of us as colleagues. We are individuals AND team players.

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Cover art from left to right: Marketing Professor Ed Petkus; Boise skyline, with the Boise State University campus in the foreground; Center for Management Development Leadership Skills workshop with instructor Mike Hagler. The AACSB logotype (bottom of cover) signifies this highly valued accreditation of our undergraduate and graduate programs.

Bill Lathen, Dean

BRIDGING THE GAP

Theory and Practice

Although I am new to the role of Dean, I have witnessed first-hand the tremendous growth of this College as a faculty member of the Department of Accountancy since 1984.

On behalf of the entire College of Business & Economics, I thank my predecessor, Dr. William Ruud, for his leadership during the past several years. We wish him continued success in his new position as the University's Vice President for Institutional Advancement.

I feel fortunate to inherit a solid program with an innovative faculty, a supportive business community, and loyal alumni. These elements allow the College of Business & Economics to attract outstanding students from throughout the world.

For our graduates to compete in the global business world, we must continue to provide curriculum and experiences that bridge the gap between theory and practice. It is not enough for them to leave the University with degree in hand; they must have marketable skills.

Internships, strongly encouraged in all departments, provided 70% of last year's graduates with professional experience, and 50% of those students graduated with offers where they interned.

By partnering with businesses, state agencies, and other organizations, we stay abreast of business needs and trends. This broadens our perspective and helps to ensure that the curriculum we provide is relevant to the evolving workplace.

We are always looking for innovative ways to integrate technology with our curriculum. This year, an increase in state appropriations raised our 1998 technology budget to $172,000 and will allow us to make a number of improvements.

On another positive Legislative note, after no salary increases in 1997, the state approved raises this year for state employees, averaging 4.7%.

Plans for a new facility to house the College of Business & Economics are complete but still await funding. Internally, the College's budget was constrained by a reduction in revenue generated by the Center for Management Development.

This Fall, we announced the establishment of The John Elorriaga Professor of Business Endowment. A 1949 Boise Junior College graduate and retired CEO of U.S. Bancorp, Mr. Elorriaga has donated gifts totaling $250,000 to our College. His generosity has enabled the College of Business & Economics to fund the first-ever named professorship at Boise State University.

Looking ahead, we have proposed adding a telecommunications major to our Computer Information Systems (CIS) program. This addition would place us among only a handful of national programs that provide specialized training for this fast-growing industry. Growth in our CIS program, second only to Accountancy in enrollment, reflects that trend.

Overall, 1998 enrollment figures for the College increased by 4.2%. We thank you for being our partners in preparing these students for their place in the workforce. Your interest and investments of time, money, and expertise are greatly appreciated. We sincerely value your support.

Bill Lathen

Bill Lathen, Dean

Roots of Success

Theory and Practice

John Elorriaga, retired Chairman and Chief Executive Officer of U.S. Bancorp and U.S. National Bank of Oregon

The $250,000 John Elorriaga Professor of Business Endowment was announced this year, but the seeds for this first named professorship at Boise State University were planted some 50 years ago, during a conversation between John Elorriaga (Class of 1949) and an English teacher at what was then Boise Junior College (BJC).

Recognizing Elorriaga's potential, his English teacher summoned him to her office to discuss his lackluster effort on an assignment. She impressed upon him the importance of giving his best effort, whatever the task. Seeing the wisdom in her advice, he took it to heart.

The advice certainly paid off as this son of Basque immigrants, raised in a boarding house in Jordan Valley, Oregon, took his associate degree from BJC and went on to receive a Bachelor of Business Administration degree from the University of Oregon and a Master of Business Administration degree from the University of Pittsburgh.

In 1951, Elorriaga joined U.S. National Bank of Oregon. He left in 1967 to become Assistant to the Chairman of the Board of Evans Products Company and then joined Columbia Corporation, in 1970, as President and Chief Executive Officer. In 1972, Elorriaga returned to U.S. National Bank of Oregon as President. In 1974, he was named Chairman and CEO of U.S. Bancorp and U.S. National Bank of Oregon, a position he held until he retired in 1987. Under his capable leadership, the company grew from $2 billion to $14 billion in assets.

"Although demanding and results oriented, John Elorriaga was always able to balance both the needs of the company with the needs of its employees and their families," said Pete Sinclair, President of U.S. Bank of Idaho, who has worked under Elorriaga.

A family man himself, Elorriaga and his wife Lois are the parents of six grown children. The couple recently moved to Vancouver, Washington.

Elorriaga credits BJC for preparing him for his successful career and shows his appreciation through his generous donations that make endowed professorships possible. Thanks to his gifts, two business faculty members will each receive $6,000 per year for three years for conferences, equipment, research, or stipends. The recipients will be named Spring 1999 and begin their new appointments in the Fall.

The College of Business & Economics is grateful to John Elorriaga for his unwavering support of our endeavors to provide enrichment opportunities so our faculty may continue to deliver the best education to our students. John and Lois, thank you.

Marketing and Finance

Strategic Plans and Portfolios

Kirk Smith
Department Chair

In both the Marketing and Finance programs, students receive a well-rounded foundation through a combination of classroom and real-world experience.

Teams of undergraduate marketing majors developed marketing plans for profit-oriented clients of the Idaho Small Business Development Center (ISBDC). Consumer behavior and advertising students wrote promotional plans for non-profit organizations, including United Way, the March of Dimes, and Head Start.

In addition to live-case class projects, students also gained valuable experience through participation in the department's strong marketing internship program. Most marketing majors completed internships with local businesses; and upon graduation, many of these students secured full-time employment with their internship sponsors.

Internships with area businesses also provided finance majors with valuable real-world experience. In addition, groups of finance students managed two $50,000 portfolios to gain experience in buying and selling stocks and mutual funds. D.A. Davidson and Company, of Boise, and Schlindwein Associations, L.L.C., of Chicago, provided the funds to launch these programs. The experience of investing real dollars as a student is a unique opportunity and one that the finance faculty believe to be a valuable contribution to the student's education.

Eleven of 13 department faculty participated in international activities, including teaching in the Studies Abroad Program and in BSU's Vietnam MBA program.

Participation in international activities enables our faculty to bring first-hand experience with different cultures back to the classroom; enhances the national and international reputation of the Department; and provides a connection for local businesses interested in expanding internationally.

A Gathering of Intelligence: Faculty Research

L. Dwayne Barney
Uncertainty and the Comparative Dynamics of Stock Price,
International Review of Economics and Finance

Douglas J. Lincoln, Gary McCain, and Manrique Vega
Marketing Educator Website Adoption: Where Are We?
Proceedings of the Western Marketing Educators Association
(Awarded Best Paper at the conference)

Douglas J. Lincoln, Gary McCain, and Gary Bullock
Using Internet Web Sites for the Marketing of Higher Education:
Where Are American Colleges and Universities? *American Marketing Association*
8th Symposium for the Marketing of Higher Education, Boston

Kirk Smith
Service Aspects of Industrial Products Lead to Future Product Purchase Intentions,
Industrial Marketing Management

INVESTMENTS WITH EDUCATIONAL RETURNS

Mutual Funds Investment Course

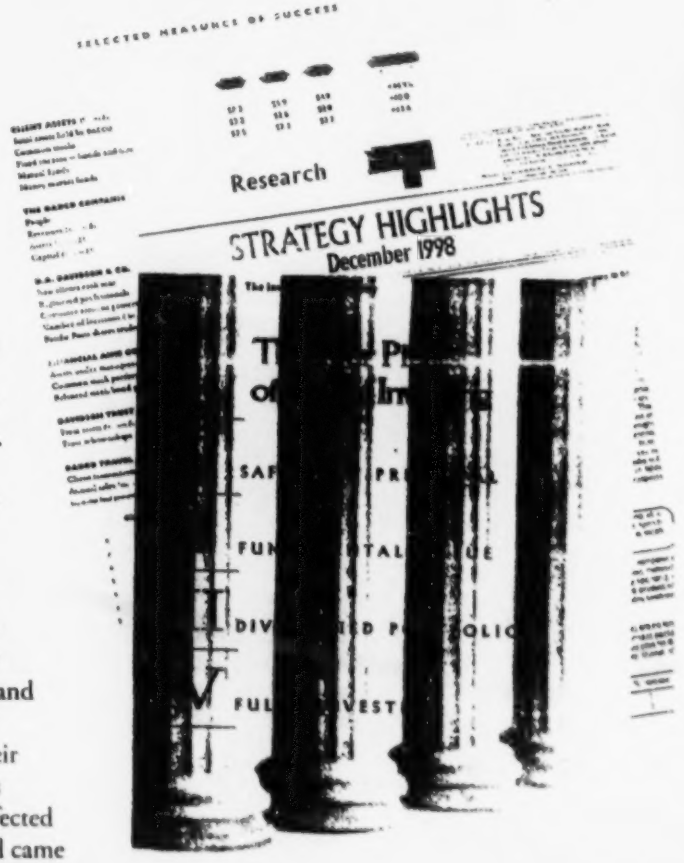
A $50,000 donation from investment counselor Timothy A. Schlindwein to the BSU Foundation has been used by the College of Business & Economics to develop a course that gives students a unique hands-on experience.

In what is believed to be the first and only student-managed investment program dedicated exclusively to mutual fund investments, a select group of seniors was entrusted with investing the Foundation's $50,000 gift.

Chicago-based Schlindwein Associates, L.L.C. also donated a computer system and subscription to a mutual funds information service that the students used to research and analyze options and develop a portfolio strategy. They then selected funds compatible with their objectives and invested the $50,000 donation on behalf of their client, the BSU Foundation.

Harry White and Dwayne Barney, co-instructors, set aside traditional lectures and tests for this course. Instead, they used student-led discussions that examined the ways business developments and national and international news impact financial markets. From their classroom in Boise, students tracked how these events affected their investment returns and came to a better understanding of the global economy and the importance of diversification.

During the first year, the portfolio's value peaked at $58,000 and closed hovering near $50,000. The return on the students' efforts, however, went far beyond the financial results. Eventual profits from these student investments will be used for the College of Business & Economics' scholarship program and to sponsor financial workshops.



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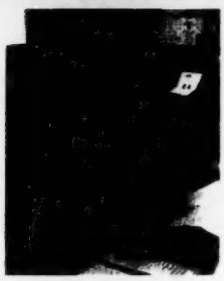
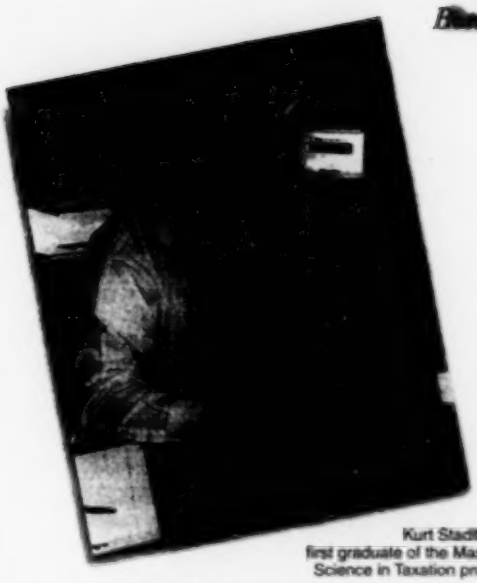
ACCOUNTANCY

Bottomline Successes



Dave Koeppen
Department Chair



Kurt Stadlbauer, first graduate of the Master of Science in Taxation program

This year has been a time of transition for the Accountancy Department. Changes in the requirements for the Certified Public Accountant (CPA) examination, which go into effect July 2000, prompted the need for major revisions in the undergraduate curriculum. Phasing in the new curriculum, while ensuring students under the current program get the courses they need to graduate and to meet the current CPA exam requirements, has been challenging.

In addition, the Department has been preparing for the start of the College's Master of Science in Accountancy program, which begins in Spring 1999. This new graduate program is designed in accordance with the updated CPA requirements. Full graduate enrollment is anticipated when the transition to the CPA exam rules is complete.

The Master of Science in Accountancy–Taxation emphasis, started in Fall 1996, awarded its first degree, in May 1998, to Kurt Stadlbauer. This program draws a diverse mix of working professionals, representing both public accounting and corporate tax departments.

Approximately 75% of our undergraduate students received internships in accounting positions with local business. Among those was Jamie Paige, an intern with Boise Cascade Corporation, who graduated in May 1998 as a University Top Ten Scholar. Businesses involved in internships included: Albertson's Inc., Hewlett-Packard Company, J.R. Simplot Company, Arthur Andersen LLP, Deloitte & Touche LLP, Coopers & Lybrand LLP, and numerous smaller accounting firms.

The Executive in Residence program continues to bring business professionals in to work with students. Stipends from the program have been donated back to the Department for student scholarships.

In light of constant resource limitations, the Department has earmarked the generous financial gifts it has received from companies such as H.J. Heinz, Ore-Ida Foods, Inc. and loyal alumni for developing new programs.

A Gathering of Intelligence: Faculty Research

C. MIKE MERZ
Forecasting Credit Card Debt Losses,
Journal of Business Forecasting (with Don D. Madsen)

DENISE M. ENGLISH
The Professor as Intern, ***Internal Auditor*** (with Mark Pearson)

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Graduate Programs

Meeting the Ever-Expanding Needs of the Business Community

Harry White
Associate Dean

The College of Business & Economics' four graduate programs reflect its commitment to meet the ever-expanding needs of business and offer students the opportunity to advance their studies in the Treasure Valley.

Enrollment in the Master of Business Administration (MBA) program, the only MBA program in the area accredited by the AACSB, The International Association for Management Education, increased 7 percent this year to approximately 220 full- and part-time students.

A joint venture, announced this year between the College of Business & Economics and Albertson College of Idaho (ACI), is expected to contribute to future growth of the MBA program. Under the cooperative agreement, qualified ACI undergraduate students will move directly into BSU's MBA program to complete their graduate studies.

Plans to offer an Executive MBA program are moving through the approval process. Pending the State Board of Education's approval and a final assessment of market demand, a starting date for the program will be set.

The Master of Science in Management Information Systems (MIS) program, in its second year, experienced a surprising enrollment decrease this year. The decline is attributed in part to businesses focusing resources and training dollars to address their own information systems concerns as the year 2000 approaches.

The first degree earned in the Master of Science in Taxation program was presented in May. Students are primarily working professionals who bring 10-15 years of field experience into the classroom, adding an enhanced depth of knowledge. As the only graduate taxation program offered in the area, continued growth is anticipated.

Enrollment in the newest graduate program, the Master of Science in Accountancy, is ready to begin in Spring 1999 and is expected to benefit from impending changes in the Certified Public Accountant (CPA) Exam requirements that take effect in July 2000.

A Gathering of Intelligence: Faculty Research

Gundars Kaupins

Changes in Expectations of Latvian Business Students from 1992 to 1997, *Western Decision Sciences Institute* (with Veronika Bikse)

Latvia's Workforce Continues to Evolve and Grow, *Workforce Professional*

A Training-Based Framework for Faculty Advising, *Proceedings of the Association of Management*

Management Professor Comparisons of Twenty Teaching Methods, *International Journal of Business Disciplines*

Economics

Promoting Theory to Practice

Chuck Skoro
Department Chair

Visiting Professor John Zhao and Economics Professor Peter Lichtenstein at the Honors Program Lunch Series, "Hong Kong and China."

At the recommendation of the Economics Department's Advisory Council, emphasis was placed this year on increasing internship opportunities for Economics majors. To more effectively match intern's skills with businesses' needs, the Department developed an intern pool and system for identifying students' qualifications. We believe that the additional opportunities to put their education to work before graduation will be a valuable asset as our graduates move into the job market.

Because Economics students are trained to analyze data, a number of internships have been provided by government agencies, including the Idaho Departments of Commerce, Water Resources, and Environmental Quality. One intern, with the State Board of Nursing, completed an analysis to help the State Board identify future education needs for nurses.

Research projects authored by faculty members continue to bring real-world issues and experiences into the classroom. Among this year's projects were Charlotte Twight's book on the growth of federal government programs, and Peter Lichtenstein's research on Chinese economic trends that incorporate Western practices.

Faculty members also continue to research and develop innovations in course delivery. Making full use of multiple technologies and their interactive capabilities, courses have expanded in relevance and scope to students, literally, worldwide.

This year's Jordan Conference featured former U.S. Senator James McClure and Dr. Daniel Finn, a professor of economics and theology at St. Johns University, Collegeville, Minnesota, on "The Ethics of International Trade."

Student Scholarships Awarded to Economics Majors This Year:

The Ellis Lamborn Economics Scholarship – **Angie P. Fisher**

Len B. & Grace Jordan Scholarships – **Brad C. Arendt, Daniel R. Herdegen, Michael McFarlane, Tyler G. Scripture, Wendine Thompson, and Jack Tice**

Sauer Next Generation Scholarship – **Lisa R. Barker**

Economics Department Scholarships for 1998-1999 were awarded to **Marc S. Davison, Thomas V.C. Minnick, Rebecca Burton Bastian, Reid S. Hattaway, Wise Choi, Walter Laurent Poly, and Matthew E. Ernest.**

The Power of Technology

Principles of Economics Via the Airwaves and the Internet

Economics Professor Larry Reynolds and his Principles of Economics Class

Combining old and new technologies, Larry Reynolds has developed what may be the first course transmitted simultaneously over the radio and the Internet.

Listening either to a special radio, equipped to receive a sub-carrier frequency of BSU-Radio, or on the Internet, through the use of RealAudio software, Reynolds' Principles of Economics students tuned in from around the Treasure Valley and from as far away as an oil rig in the Gulf of Mexico and a town in Malaysia. Formatted more like a radio talk show than lecture, the course had students in the U.S. call in during the live broadcasts to discuss assigned topics.

RealAudio software links the radio course to the Internet, making it possible for students to listen on-line in real-time or to review an archived version of that night's class later.

Adding the interactive capabilities of the Internet, which Reynolds also uses in his on-campus Principles class, demonstrates the innovative possibilities that applied technology can bring to education.

Unlike textbooks, computer programs enable an instructor to provide a step-by-step visual guide, particularly helpful to students with limited economics background and to those who are visual learners.

Using animated tables, figures and graphs, students can observe how an equation can be derived to represent economic relationships.

By creatively using these innovative technologies separately and in combination, the College reaches more students and promotes the use of technology in education.

Special radio, equipped to receive a sub-carrier frequency of BSU-Radio for what may be the first course transmitted simultaneously over the radio and the Internet

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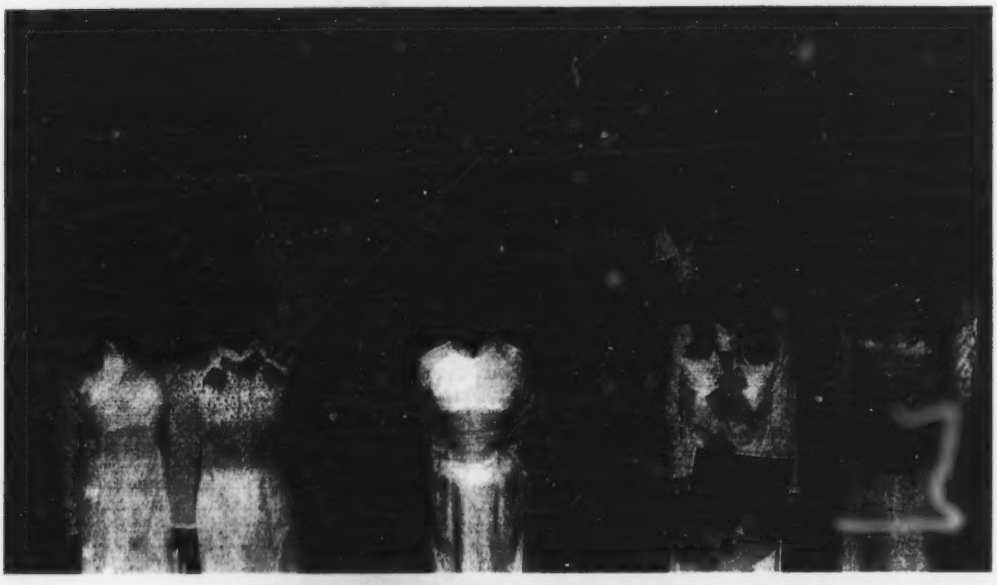
International Business Consortium

Expanding into the Global Market



Top: the third group of Vietnamese MBA students, from the National Economics University in Hanoi, visit campus in Fall 1998. Bottom: Nancy Napier (third from left) and Stephanie Hunt (second from left) work with student employees in the International Business office.

The International Business Consortium supports and advances Idaho's role in the global economy through its International Business (IB) major and minor program, international exchanges, and lead role in the Boise State Vietnam Initiative.

The undergraduate IB major includes business, political science, history, and modern language courses, and, for many students, a chance to complete a domestic or international internship. In 1998, area companies such as Energy Release Products Corporation, Apexx Technology, Inc., and NYK Line (North America) Inc. gave students invaluable opportunities to pursue international trade leads, research potential markets, translate

INTERNATIONAL BUSINESS CONSORTIUM

Nancy Napier
Program Director

documents, and arrange international shipments.

Two students received international internships at the Idaho Trade Office in Guadalajara, Mexico. Sponsored by the Idaho Department of Commerce, the Idaho Department of Agriculture, and several commodity commissions, the interns researched Mexican agricultural and manufacturing markets.

Another Boise State IB student and an MBA candidate from the Instituto Tecnologico y de Estudios Superiores de Monterrey (ITESM), in Guadalajara, participated in a pilot exchange program initiated this year between the two schools.

International exchanges are an increasingly important focus for the Consortium's faculty as well. Our professors have taught in Chile, Italy, Norway, Spain, Thailand, and in Vietnam, where BSU has developed strong ties. Since 1994, Boise State has offered its MBA program in Vietnam. In 1997, the Swedish International Development Co-Operation Agency named BSU the main contractor for the $3.2 million Phase III of its international effort to help in Vietnam's economic development.

As part of that project, BSU hosted its third group of Vietnamese MBA students, comprised of managers of Vietnamese businesses and instructors of the National Economics University in Hanoi. Thirty students spent the Fall 1998 semester in Boise taking classes and gaining first-hand experience in Western business practices by completing internships at Global Travel, Hewlett-Packard, The Idaho Statesman, Nelson Construction, U.S. Bank, and other area businesses.

A Gathering of Intelligence: Faculty Research

C. CHRISTOPHER BAUGHN

Protecting Intellectual Capital in International Alliances, *Journal of World Business* (with John H. Stevens, Johannes G. Denekamp, and Richard N. Osborn)

MARK A. BUCHANAN

Guarding Our Interests in the World Trade Organization, **Association of Legal Studies in Business**

JOHN LEVERING (STUDENT), KEVIN LEARNED, AND NANCY K. NAPIER

Matching Enthusiasm and Opportunity: Entrepreneurial Field Experience in Global SME's, *Proceedings of the 42nd World Conference of the International Council for Small Business*

NANCY K. NAPIER

Countries: A Breed Apart? *Human Resource Management Review* (with Van Tuan Vu)

Reflections on Building a Business School in Vietnam, *Journal of Management Inquiry* (with Vu Dieu Anh, Ngo Minh Hang, Nguyen Van Thang, and Vu Van Tuan)

ICEE

Idaho Council on Economic Education
Providing Opportunities to Idaho Teachers

Jack Rucker
Executive Director

For 29 years, the Idaho Council on Economic Education (ICEE) has promoted the teaching of economics in Idaho's schools.

In October, the ICEE announced the establishment of the Idaho Economics Fellows Institute that will provide 35 Idaho teachers with the chance to complete an Interdisciplinary Master of Science degree in Economic Education. Funded by a grant from the J.A. and Kathryn Albertson Foundation, the program will involve BSU's College of Business & Economics, the College of Education, and other regional universities. Graduates of the program will serve as master teachers for three years.

At the second ICEE Economic Summit, student teams from four Treasure Valley high schools, portraying representatives of some 40 different countries, debated complex international issues involving trade, natural resources, and currency. The day-long event, held at Boise State, was the culmination of a 10-week classroom program, sponsored by the Albertson Foundation, that introduces the global economy to high school students. Summit participants in 1998 were from Bishop Kelly, Borah, and Capital High Schools, all in Boise, and Homedale High School.

Drawing upon the ICEE's national affiliations, Idaho teachers can access Economic Minutes, an Internet site, underwritten by MCI WorldCom, that provides current economic news. Experts associated with McGraw-Hill, publisher of business periodicals and books, are also available to Idaho schools.

Robert T. Parry, president of the Federal Reserve Bank of San Francisco, accepted ICEE's invitation to speak with groups of educators and business representatives in Twin Falls, Pocatello, and Boise during 1998.

ICEE is preparing to host the 1999 national conference for the National Council on Economic Education and the National Association of Economics Educators in Boise. The 5-day event will offer Idaho teachers a unique opportunity to interact with renowned economics education experts.

Student team from a Treasure Valley high school debating complex international issues involving trade, natural resources, and currency.

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ISBDC

Idaho Small Business Development Center

Strategic Partnerships

Jim Hogge
State Director

Partnerships are the lifeblood of the Idaho Small Business Development Center (ISBDC). The ISBDC is part of a national program supported by the U.S. Small Business Administration. In order to reach small business in the state, the ISBDC has teamed with Idaho State University, the College of Southern Idaho, Lewis and Clark State College, and North Idaho College. These partnerships provide a local presence for the Center as well as 30-40% of its funding.

The Center works closely with the Idaho Department of Commerce to support business development opportunities in Idaho. Working with state and federal agencies, the ISBDC sponsored information fairs to bring business owners and experts together to discuss complex issues facing small business. Topics covered include taxes, immigration, and workers' compensation.

NxLeveL, a consulting and training course developed and funded by the US West Foundation, teamed ISBDC clients with Management Department students from Kevin Learned's New Venture Creation class. These teams helped business owners develop strategies and provided students with opportunities to apply their classroom training to real business situations.

The Center has developed a method for plotting market research information by combining business data and a graphics information system. Technological plans underway include the installation of a video-conferencing system that will link all six state ISBDC offices. Each will then be able to access experts from throughout the state and expand ISBDC's reach to rural areas.

With the help of Clearwater Research, Inc., a Boise market research firm, ISBDC surveyed 240 business owners statewide to assess the state of small business in Idaho. Results were published in ViewPoint, a new semi-annual publication that the Center hopes will become a voice for small business and a useful tool to help state officials identify economic trends and needs.

A Gathering of Intelligence: Faculty Research

KEVIN LEARNED AND BOB SHEPARD

Students and Businesses, Universities and SBDCs: A Blending of Needs, Skills, and Resources,
Proceedings of the National Small Business Development Center Conference

NEWELL GOUGH

Exporting by Small Businesses: Start-up Effectiveness Issues,
Journal of Enterprising Culture **(with Philip D. Olson and Donald W. Bokor)**

Planning and Performance: An Organizational Culture Perspective on Small Firms
Presented at the International Council for Small Business, San Fransisco
(with Philip D. Olson and Donald W. Bokor)

A Corporate Entrepreneurship Program: Case Study, 1998 Babson College–Kauffman Foundation Entrepreneurship Research Conference, Belgium

Computer Information Systems & Production Management

Fine-Tuning a Competitive Curriculum

To keep current in this ever-changing field, the Department enlists the help of its Advisory Boards to determine current and future information systems and production management needs of local businesses. This feedback helps fine-tune the curriculum to ensure that CIS and PM students remain competitive in the job market.

Internship opportunities exceed the supply of students available since many students are already employed in the field. Among the organizations where students interned this year were: Albertson's Inc., IEC Group, Idaho Power Company, Extended Systems, Inc., and the Idaho Department of Health & Welfare.

Sharon Tabor joined the Department in 1998, filling a vacancy created by Susan Brender's retirement. Tabor brings industry experience in telecommunications, a proposed new major for the College. This program, which is currently offered at only a few universities, will focus on networking and Internet commerce.

At the request of Micron Technology, faculty member Pat Shannon developed a production management certificate program. Micron offers it to employees interested in moving into supervision.

Classes for the new Master of Science in Management Information Systems (MIS) program started this Fall. The Department has received numerous inquiries from international students about this program. Since the present enrollment is lower than anticipated, in part due to increased job demands faced by potential candidates for the degree, the Department is investigating the feasibility of moving to a full-time MIS program, a requirement for international student visas.

In anticipation of the Year 2000 (Y2K) and its impact on the College of Business & Economics' computer systems, the information technology staff has already upgraded and replaced equipment that was not Y2K compliant. Faculty member Rob Anson and several students have been working on Project Access, the University's Y2K conversion project.

A Gathering of Intelligence: Faculty Research

S. Thomas Foster, Jr.

On the Differences Between Information Systems Users and Analysts: Managing Perceptions of Systems Quality, ***Journal of Quality Management*** (with Charles R. Franz)

Murli Nagasundaram

The Creative Process: The Effects of Group Memory on Individual Idea Generation, ***Journal of Management Information Systems***

Patrick Shannon

Effect of Environmental Factors on Driver Speed: A Case Study, ***Transportation Research Record*** (with Mike Kyte, Fred Kitchener, and Weilien Liang)

Business Communication

Mohan R. Limaye

Doing Business in India: Aspects of the Political Dimension, *Business Horizons*

Richard Pompian

Learning from Business at the 1996 Western Regional Conference [of the Association for Business Communication], ***Business Communication Quarterly*** (with Michael Hassett)

Downloading Results

Welcome to www.bsu.net

Dave Groebner
Department Chair

The College of Business & Economics offers the world's only known Internet Service Provider course in which college students run and manage an actual Internet service provider.

Robert Minch and his students have provided web and e-mail access on-line via www.bsu.net since Spring 1996. The service – available to BSU students, faculty, staff, and alumni in the local calling area – boasts an impressive 99.5% uptime for the past year. That bodes well for Minch's students, whose grades are determined in part by how smoothly the service runs.

The course demonstrates the technical and business side of Internet service. Because it takes over a dozen different systems working properly for one customer to dial up and use a browser, technical training is imperative, particularly since the provider serves over 100 customers. Students also learn the importance of delivering solid customer service and managing a well-run business.

Ore-Ida Foods, Inc., and Castle Rock Computing are among the companies that generously donated equipment and software for the College's learning lab, which is home to the service provider.

The lab has computers specifically designated for experimentation, giving students a place to test their technical abilities and ideas without the risk of crashing an entire production system.

Sharing both its expertise and resources, the College has helped train employees of local high-tech companies such as Apexx Technology, Inc., Extended Systems, Inc., and Hewlett-Packard Company and has provided local businesses with use of its experimentation units for program testing.

Center for Management Development

Leadership Tools for Business

Ron Melchiorre, Director

Management Expert Tom Peters
Photo courtesy of The Idaho Statesman

Specializing in public and customized training programs, The Center for Management Development (CMD) works with a variety of businesses, state agencies, and non-profit organizations interested in developing management skills.

This year, the CMD partnered with the Idaho Power Company to develop training for the utility's front-line supervisors. The Center also created supervisory skills programs for Western Trailers, Woodgrain Millwork Inc., and the Idaho State Police. Its most requested program, Basic Supervision, reflects a current trend in business to re-emphasize the basics.

Among other partnerships, the Center worked with The Idaho Statesman to develop a customized, project management program for the Boise newspaper and helped the VA Hospital provide team-building training for its employees.

A Webmaster Administration program developed by the CMD started training its first group this Fall. The Center has also presented certification programs on quality, finance, and project management for a number of businesses, agencies, and organizations throughout Idaho.

A number of well-known speakers have headlined the CMD's popular workshops and seminars. This year, management expert Tom Peters and futurist Marvin Cetrone visited Boise. National experts and BSU faculty also addressed participants of the Center's week-long Program for Management Development Conference, held annually, in Sun Valley.

Management

Implementing Strategic Alliances

Mike Fronmueller, Department Chair

The Management Department completed its largest curriculum revision in 15 years this year. Among the changes made, the Ethics and Government in Business courses were combined to create Business, Government, and Society. Management 401, Organizational Behavior, previously a core College course, was changed into a seminar on organizational leadership and is offered only to Management majors and other selected students.

Management students were paired with clients of the Idaho Small Business Development Center (ISBDC). They worked with a variety of businesses, ranging from entrepreneurial companies in the start-up phase to existing businesses preparing for growth.

These live case studies give students an opportunity to put management principles to work. They also offer a valuable resource to the business community. When Rick Vycital, owner of Quality Produce, approached Kevin Learned for ideas to stimulate his business, Learned formed teams made up of students and company managers, and built his graduate Strategic Management course around the business. Each group tackled a different aspect of the business and, together, they created a strategic analysis and a business plan for the wholesale produce company.

Rick Vycital, Owner

The Management Department was also involved in community outreach programs beyond Boise and Idaho. The first general business degree from the University's satellite program at the College of Southern Idaho in Twin Falls was awarded to Val Dimond of Burley. Gundars Kaupins' Human Resource Management course reached audiences of the Knowledge Network and WBS Cable. Kevin Learned has contacted schools in Jalisco, Mexico, to develop new international partnerships.

A Gathering of Intelligence: Faculty Research

William A. Wines and Mark Buchanan
The Critical Need to Regulate the Abusive Practices of Transnational Corporations, *Denver Journal of International Law and Policy* (with Donald J. Smith)

James E. Wanek
Integrity Testing: An Overview, *Security Journal* (with Paul R. Sackett)

The Labor History Game: Playing with the Past Perks Participation, *Proceedings of the Association for Business Simulation and Experiential Learning*

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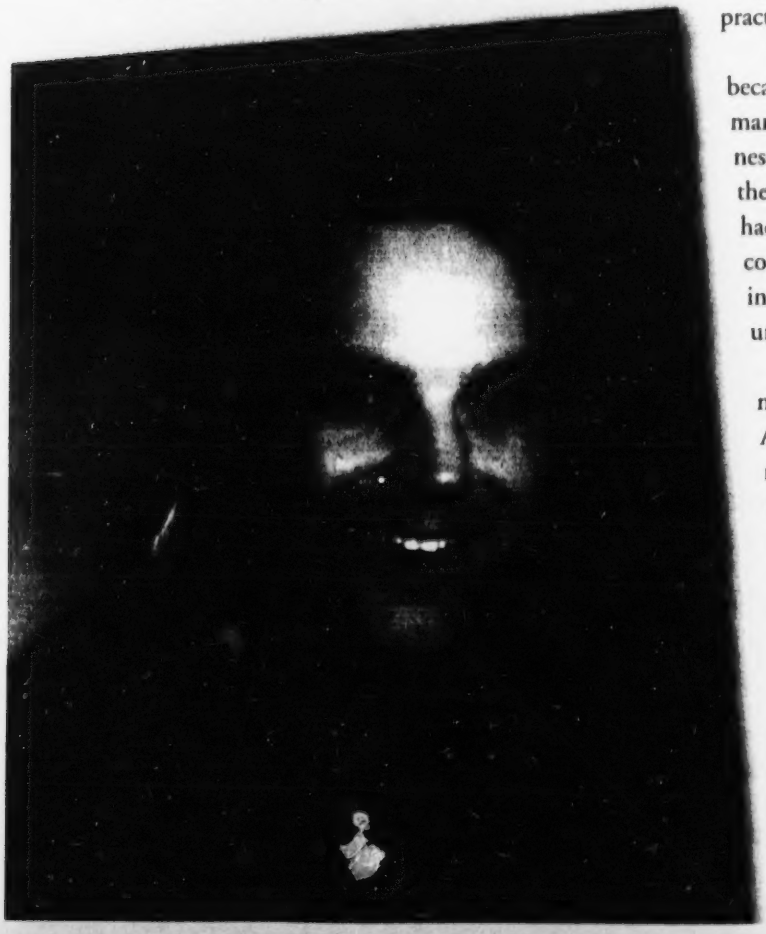
Top of the Mind Alumni

Michael Dolby, DDS

"Many health professionals fail because they lack the skills to manage their health-care businesses"

There was a time when Michael Dolby wondered if his business degree had been a waste of time. Dr. Michael Dolby believes it was time well spent.

After playing football, for Boise State and as a free agent for the San Francisco 49ers, Dolby returned to BSU and received his undergraduate degree in Business Management in 1987. He went to work as a pharmaceutical sales representative covering Idaho but after a couple of years, he became dissatisfied, left business, and applied to dental school.



After graduating from the University of the Pacific Dental School in San Francisco, Dolby completed his residency at St. Joseph Hospital in Denver. In 1994, he bought an existing Boise dental practice, where he offers family dentistry and specializes in cosmetic and elective dentistry.

"When I decided to become a dentist, I initially thought I had wasted my time getting a business degree," he admits. "It turns out, that my business degree has been the best thing for my practice because my practice is a business.

"Many health professionals fail because they lack the skills to manage their health-care businesses," he notes. Understanding the value his business degree has had on his own practice, Dolby counsels pre-dental students to include business courses in their undergraduate programs.

In addition to his active membership in the COBE Alumni Chapter, Dolby is also a member of the Academy of Cosmetic Dentistry, the American Dental Association, the Idaho State Dental Association, and the Academy of General Dentistry.

Top of the Mind Alumni

Laura Kubinski

"The predominately non-traditional enrollment at Boise State creates a real need for organizations like the Alumni Chapter to help bridge the gap between the University, its students, its alumni, and its community"

Two years ago, Laura Kubinski helped COBE Alumni members with Homecoming events, and they have had her number ever since. Now chapter president, Kubinski, who received her BBA in Human Resources in 1987, is working to increase alumni involvement with the College.

"The predominately non-traditional enrollment at Boise State creates a real need for organizations like the Alumni Chapter to help bridge the gap between the University, its students, its alumni, and its community," she explains.

Kubinski says that through its Alumni Chapter Scholarship, the group hopes to ease the financial burden on a student juggling school and single parenting, and fill a need where scholarships are not plentiful. First Tuesday forums bring faculty and alumni in the local business community together for educational exchanges as well as social activities. A mentoring program, under development, will pair area businesses with student organizations to promote business education and offer job-shadowing opportunities.

Kubinski credits her business degree for giving her the background and confidence to be assertive and effective in the business world. As a property management representative for Albertson's Inc., she has also discovered that contacts she made in classes and through her involvement in student groups on campus continue, even years later, to be helpful in her career.

In addition to the COBE Alumni Chapter, Kubinski is a member of the BSU Alumni Association and of an active Albertsons BSU alumni group that has raised $18,000 toward scholarships that it awards annually to company employees attending BSU.

Student Activities

Participating in Education

To advance their understanding of international trade, members of the International Business Organization (IBO) traveled to Portland this year to meet with representatives of the Port Authority, several foreign consulates, and NIKE, Inc.

The Association of Information Technology Professionals (AITP), an information systems student organization, held seminars on campus to help students learn how to use software applications and is creating a website for WNET, a business networking organization for women entrepreneurs.

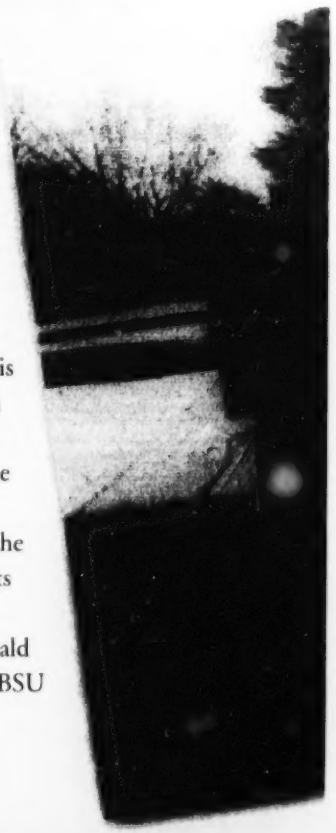
To build a broader membership base, Omicron Delta Epsilon, an international economics honorary society, and the Economics Club joined forces. The combined groups hosted an open forum on international economics, led by College of Business & Economics' faculty with international experience.

The Financial Management Association gives members a chance to interact and become acquainted with financial professionals. Guest speakers provide valuable career information. Members regularly volunteer for community events such as Rake Up Boise.

Marketing students in Pi Sigma Epsilon conducted field research for Elgin Syferd/ Drake, a Boise advertising agency, working on a new campaign for Blue Cross of Idaho. Proceeds from the job will help send members to regional and national conferences. The fraternity enjoys strong ties with Sales & Marketing Executives of Boise, a local professional organization that has provided a number of student scholarships and invites students to their monthly meetings.

Members of the national accounting fraternity Beta Alpha Psi returned from their national conference this year with another superior status and two $500 student scholarships from the accounting firm of KPMG Peat Marwick. The organization regularly participates in community events and spearheaded its first food drive this year. Members also share their expertise by providing income tax assistance on campus and accounting help to the Boise River Festival and Art in the Park.

The Human Resources Association once again received a Superior Merit Award from the Society for Human Resources Management, as one of the top 15% human resources associations in the country. Among other community service projects, members were judges this year for the Women's Fitness Celebration race walking event. Since its start in the early 1980's, the student association has benefited greatly from ties with local human resource professionals.



Learning business practices, ethics, and the importance of community service through experience is the objective of Students in Free Enterprise. Generous support from businesses like Wal-Mart and Hewlett-Packard Company helped the student organization host its first Family Fun Night, a carnival benefiting the Ronald McDonald House and the BSU Child Care Center.

Student Services

Creating A Path

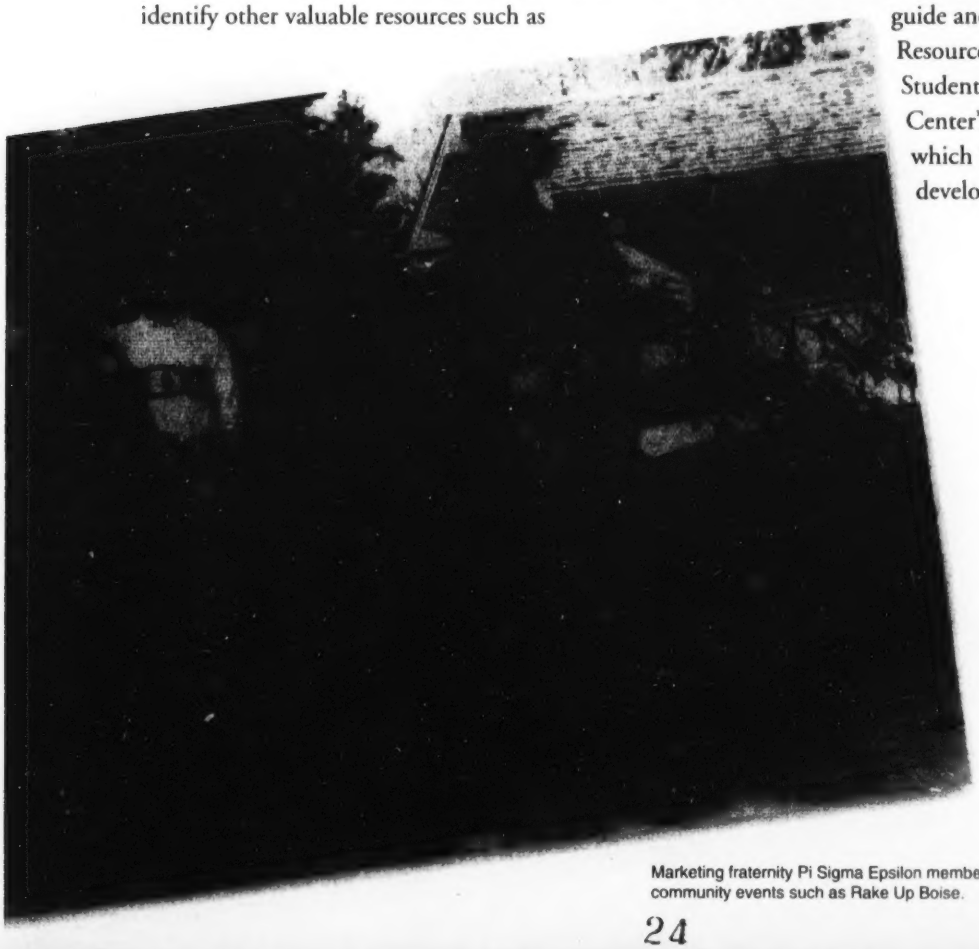
Janet Centanni
Director

Given the variety of majors available in the College of Business & Economics, a key focus at the Student Services Center is to increase students' awareness of options and provide information to help them choose their career path.

Primarily serving freshmen, sophomores, transfers, and prospective students – the groups most likely to be undecided on a major – the Center's staff developed a resource tool that provides students with information about each of the majors the College offers. The Major Resource Kits include information on industries, occupations, and skills needed, and identify other valuable resources such as organizations that offer field experience.

Choosing a career can be difficult. By providing these resources early, the College hopes to help students better understand their career opportunities, explore their options, and select courses that build on their skills and strengthen their weaknesses.

The Student Services Center stepped up its communication efforts. In addition to a monthly newsletter for business students, it produced a video to introduce incoming students to the College and hosted an orientation program exclusively for business students. Plans are to include the College's transfer guide and Major Resource Kits on the Student Service Center's homepage, which is under development.



Marketing fraternity Pi Sigma Epsilon members volunteer for community events such as Rake Up Boise.

COBE Alumni

Strengthening Ties

The COBE Alumni Chapter hosts and participates in a number of social and informational gatherings that strengthen the ties between the College and its alumni.

At its third annual alumni golf tournament, the chapter announced that proceeds from the Fall event will benefit a scholarship program for single-parent business majors. This year's event raised $2,500 for the first scholarship that will be awarded at next year's tournament.

First Tuesday, a new alumni program, began this year. At monthly forums, College of Business & Economics' faculty speak on timely business topics. Each forum covers a different theme and provides another opportunity for the College and its alumni to maintain contact.

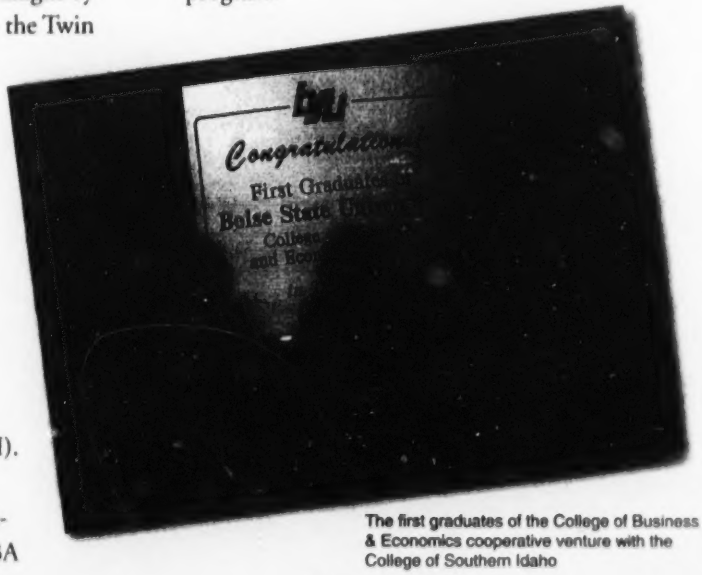
At the University's Explore BSU program, alumni chapter representatives spoke with high school students about the College's majors and how their own experience prepared them for their careers.

Branching Out

A Season of Start-Ups

In May 1998, the first graduates of the College of Business & Economics cooperative venture with the College of Southern Idaho received their bachelors degrees in general business and in accountancy. The program started with 40 students in 1995 and has grown to an enrollment of approximately 125 students. The satellite program, taught by COBE faculty who commute to the Twin Falls campus or teach via the Internet or video/audio links with CSI, expanded Boise State's presence to the Magic Valley.

In a cooperative project announced this Spring, Boise State University will offer preadmission to the College of Business & Economics' MBA program to undergraduates of Albertson College of Idaho (ACI). ACI students who fulfill core curriculum and entrance requirements will be able to pursue MBA degrees and finish undergraduate and graduate course work in as little as five years. This venture aligns the College of Business & Economics' accredited business program with one of the top private liberal arts colleges in the West and is expected to attract more students to Boise State's graduate business program.



The first graduates of the College of Business & Economics cooperative venture with the College of Southern Idaho

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ENROLLMENT & BUDGET

Spring 1998 Enrollment

Student enrollment for Spring 1998 was 2,574, up from 2,502 the previous year. Enrollment totals by department and program area are as follows:

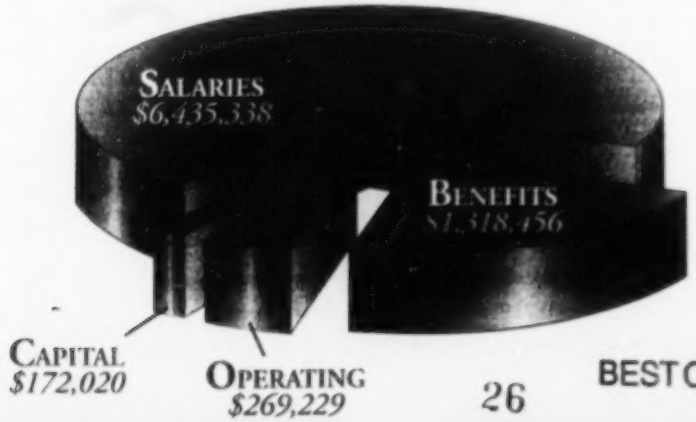
Department or Program	*Enrollment*
Graduate: MBA, MS–Tax, and MS–MIS	223
Accountancy	518
Computer Information Systems and Production Management	425
Economics	102
Management	623
Marketing and Finance	382
International Business	150
Other (including General Business, undecided)	151
Total	2,574

1998-1999 Budget

The 1998-99 budget for the College is just over $7.9 million. The total state-appropriated portion of this figure is somewhat over $6.5 million. That portion includes $6.1 million for salaries and benefits, including those for the Idaho Business and Economic Development Center (IBEDC) and the Idaho Council on Economic Education (ICEE). Also included are $422,000 for College operating expenses and capital.

Three additional sources of funds supplement the state appropriation. The Center for Management Development (CMD) generated $65,000; grants and contracts account for $400,000; and the College is the beneficiary of $500,000 in donations.

Budgeted expenditures are approximate.



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COLLEAGUES

College of Business and Economics

ADMINISTRATION

Office of the Dean

Gloria Wilson, Administrative Assistant

Bill Lathen, Dean and Professor of Accountancy
B.S., Brigham Young; M.P.A., Texas–Austin; Ph.D., Arizona State; C.P.A.

Office of the Associate Dean

Connie Chadson, Administrative Secretary

Harry White, Associate Dean and Professor of Finance
B.A., Washburn; Ph.D., Texas A&M

ACCOUNTANCY

Pam Sorensen, Senior Secretary

David Koeppen, Professor and Chair
B.S., Montana; M.B.A.,Wisconsin–Oshkosh; Ph.D., Wisconsin–Madison; C.P.A.

Susan Bates, Special Lecturer
B.S., Washington; M.B.A., Boise State; C.P.A.

Fred Christensen, Special Lecturer
B.S., M.B.A., Utah; C.P.A.

Denise English, Associate Professor
B.S., M.B.A., Indiana State; Ph.D., Indiana; C.P.A., C.I.A.

Tom English, Associate Professor
B.S., Utah; M.S., Washington State, Ph.D., Arizona State; C.P.A.

Frank Hert, Special Lecturer
B.A., Washington (Seattle), M.B.A., Chicago; C.P.A.

John Madlin, Associate Professor
B.S., Idaho State; M.B.A., Denver; C.P.A

C. Mike Merz, Professor
B.M.E., Villanova; M.B.A., California State–Long Beach; D.B.A., Southern California; C.P.A., C.M.A.

Dave Nix, Associate Professor
B.A., M.A., Western State; Ph.D., Oklahoma State; C.P.A., C.M.A.

Shawn Novak, Assistant Professor
B.S., Virginia Tech.; M.P.A., Texas–Austin, Ph.D., Houston; C.P.A.

Gordon Parrong, Professor
B.A., Boise College; M.B.A., D.B.A., Arizona State; C.P.A., C.M.A.

Robert Sanchez, Associate Professor
B.A., St. Louis; B.S.A., Oklahoma; M.P.A., Texas–Austin; M.A.S., Ph.D., Illinois–Urbana-Champaign; C.P.A.

Craig Weathers, Special Lecturer
B.S., M.S., Boise State; C.P.A.

COMPUTER INFORMATION SYSTEMS AND PRODUCTION MANAGEMENT

Ann Lee, Administrative Secretary
B.B.A., Boise State

David Groebner, Professor and Chair
B.S., Minnesota; M.E.A., Ph.D., Utah

Computer Information Systems

Rob Anson, Associate Professor
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Susan Fry, Special Lecturer
B.S., Fort Hays State; M.S., Louisiana State

Gary Green, Professor
B.A., Colorado; M.B.A., Seattle; Ph.D., Washington

Emerson Maxson, Associate Professor
B.S., M.B.A., Colorado; Ph.D., Texas Tech.

Robert Minch, Professor
B.S., North Dakota State; Ph.D., Texas Tech.

Murli Nagasundaram, Assistant Professor
B.E., Madras (India); P.G.D.M., Indian Institute of Management (India); Ph.D., Georgia

Sharon Tabor, Assistant Professor
B.A., M.B.A., Lewis; Ph.D., North Texas

Greg Wojtkowski, Professor
M.S., Warsaw (Poland); Ph.D., Case Western Reserve

Wita Wojtkowski, Professor
M.S., Warsaw (Poland); Ph.D., Case Western Reserve

Production and Operations Management

S. Thomas Foster, Jr., Assistant Professor
B.S., Brigham Young; M.B.A., Missouri–Kansas City; Ph.D., Missouri–Columbia

Phil Fry, Associate Professor
B.A., M.B.A., Arkansas; M.S., Ph.D., Louisiana State

V. Lyman Gallup, Associate Professor
B.A., Montana; M.B.A., Arizona State; Ph.D., Oregon

Gerald LaCava, Professor
B.S., Seattle; M.A., M.B.A., Ph.D., Kansas

Patrick Shannon, Professor
B.S., M.S., Montana; Ph.D., Oregon

ECONOMICS

Elizabeth Ackerman, Senior Secretary
A.A., Boise State

Chuck Staro, Professor and Chair
B.A., M.A., Ph.D., Columbia

Gerald F. Denayer, Professor
B.A., Calvin College; M.A., Fairleigh Dickinson; M.A., Purdue; Ph.D., Ohio

Peter M. Lichtenstein, Professor
B.A., M.S., Union College (Schenectady, NY); M.A., Ph.D., Colorado

Christine Loucks, Professor
B.B.A., Boise State; M.A., Ph.D., Washington State

Richard Payne, Professor
B.A., Utah State; M.A., Ph.D., Southern California

Arun Rahn, Assistant Professor
B.A., M.A., Delhi (India) Ph.D., Washington State

R. Larry Reynolds, Professor
B.S., M.A., Eastern New Mexico; Ph.D., Washington State

Charlotte Twight, Professor
B.A., California State–Fresno; M.A., Ph.D., J.D., Washington

INTERNATIONAL BUSINESS CONSORTIUM

Nancy K. Napier, Director and Professor of Management, A.B., Mount Holyoke College; M.I.M., Thunderbird; Ph.D., Ohio State

David P.N. Christensen, Interim Director
B.S., Mackay School of Mines, M.A., Nevada–Reno, African Studies, Stanford

Stephanie Hunt, Coordinator
B.A., Puget Sound

MANAGEMENT

Julie LaCasse, Senior Secretary
Diploma, Link School of Business

Michael Fronmueller, Chair and Associate Professor
European credentials; M.B.A., Eastern Washington; Ph.D., Washington State

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COLLEAGUES

College of Business and Economics

Chris Bangha, Assistant Professor
B.A., Rangers; M.S., Eastern Michigan; M.A., Ph.D., Wayne State

John D. Bigelow, Professor
B.S., Washington; Ph.D., Case Western Reserve

Michael Bixby, Professor
B.A., J.D., Michigan

Mark A. Buchanan, Visiting Professor
B.A., St. Thomas (St. Paul, Minn.); J.D., Nebraska; LL.M., Illinois

Roy Glen, Associate Professor
B.S., Aston (England); Ph.D., Case Western Reserve

Newell Gough, Associate Professor
B.A., M.B.A., Montana; Ph.D., Utah

Gunders Kaupins, Associate Professor
B.A., Wartburg College; M.B.A., Northern Iowa; Ph.D., Iowa; S.P.H.R.

Kevin Learned, Associate Professor
B.A., Yale; M.B.A., Wharton; Ph.D., Texas Tech.; C.P.A.

Nancy Napier, Professor
A.B., Mount Holyoke College; M.I.M., Thunderbird; Ph.D., Ohio State

Jim Wanek, Assistant Professor
B.S., Winona State; M.A., Ph.D., Minnesota

Jim Wilterding, Professor Emeritus
B.A., Seattle; M.B.A., Oregon; Ph.D., Texas Tech.

William A. Wines, Professor
B.S.B.A., Northwestern; J.D., Michigan

MARKETING AND FINANCE

Sue Ellis, Senior Secretary
A.A., Coll. of Southern Idaho; B.A., Boise State

Kirk Smith, Associate Professor and Chair
B.S.M.E., M.B.A., Colorado State; Ph.D., Houston

Marketing

Douglas J. Lincoln, Professor
B.S., State University of New York–Buffalo; M.B.A., Eastern Illinois; Ph.D., Virginia Tech

Gary McCain, Professor
B.A., M.B.A., Eastern Washington; Ph.D., Oregon

Ed Petkus, Associate Professor
B.S., M.B.A., Virginia Tech; Ph.D., Tennessee

Nina M. Ray, Professor
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Finance

L. Dwayne Barney, Professor
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Alan W. Frankle, Professor
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Matt Mabey, Associate Professor
B.S., Northwestern; M.B.A., Northern Arizona; Ph.D., Illinois

Diane Schooley, Associate Professor
B.S., South Dakota State; M.S., Purdue; Ph.D., Colorado–Boulder

Tom Scharf, Professor
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Harry White, Associate Dean and Associate Professor
B.A., Washburn; Ph.D., Texas A&M

Business Communication

Mohan Limaye, Professor
B.A., Poona (India); M.A., Michigan; Ph.D., Wisconsin

Richard Pompian, Assistant Professor
A.B., Michigan; M.B.A., New York; Ph.D., Texas–Austin

GRADUATE STUDIES

J. Renee Anchustegui, Administrative Assistant
B.B.A., Boise State

Harry White, Associate Dean
B.A., Washburn; Ph.D., Texas A&M

STUDENT SERVICES

Midge Martenson, Secretary

Janet Centanni, Director
B.A., Ursuline College (Cleveland); M.Ed., College of Idaho

Philip Bartle, Academic Advisor
B.B.A., Boise State; M.P.E., Idaho State

INFORMATION TECHNOLOGY

Ed Aasvik, Microcomputer Lab Supervisor
A.A.S., North Idaho College

Larry Sands, Network Administrator
B.B.A., Boise State

BOISE STATE UNIVERSITY, TWIN FALLS PROGRAM

Shari Servaal, Twin Falls Coordinator
B.S., Idaho State

CENTER FOR MANAGEMENT DEVELOPMENT

Gerrel Knudson, Senior Secretary
B.S., California State Polytechnic College

Ron Melchiorre, Director
B.S., M.Ed., Penn. State

Linda D. Yordy, Assistant Director
B.M., M.B.A., Boise State

Angela Atha, Program Manager
B.S., Northern Arizona; M.S., Boise State

Catherine A. Bishop, Program Coordinator
B.A., Boise State

IDAHO COUNCIL ON ECONOMIC EDUCATION

Patti Harrell, Office Manager and Idaho Stock Market Game Coordinator

Jack P. Ruckes, Executive Director
B.A., Metropolitan State College of Denver

IDAHO SMALL BUSINESS DEVELOPMENT CENTER

Connie Chambers, Administrative Secretary

Jim Hogge, State Director
B.S., College of Idaho; B.B.A., Boise State; M.B.A., West Florida

Burt Knudson,
Technical Services Consultant
B.S.E.E., California Polytechnic; M.B.A., Utah

Marguerite Mason, Director, Research and Training,
B.S., California State–Fresno; M.B.A., California State–Long Beach

Dana McAdams,
State Director of Financial Operations
B.B.A., Boise State

Kathy McDevitt, Technical Secretary

LuTina Rule, Training Coordinator
B.A., Boise State

Bob Shepard, Regional Director
B.A., Park College; M.S.B.A., Northern Colorado

Ron Soren, Field Engineer
B.S.M.E., Utah State

Gary Thompson, Executive Director
Tech Help TM; B.A., Minnesota

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Advisory Councils and Boards

College of Business and Economics

COLLEGE OF BUSINESS AND ECONOMICS
Advisory Council

Stephen H. Ahrens
President
Idaho Association of
Commerce and Industry

Gregg Alger
President
Fisher's Office Equipment

Steve Appleton
President & CEO
Micron Technology, Inc.

Patty Bedient
Managing Partner
Arthur Andersen, LLP

Stephen A. Beebe
President & CEO
J. R. Simplot Company

A. D. (Skip) Bennett
Senior Location Executive
IBM Idaho

John Crim
Retired V.P. of Finance
West One

Edwin E. Dahlberg
President
St. Lukes Regional Medical Center

Steven Fuss
Store Manager
JC Penny Company

J. Mike Gwartney
Vice President, Human Resources
Boise Cascade Corporation

David R. Hinson
Former Administrator
Federal Aviation Administration
Founder, Midway Airlines

Bill Ilett
President
TransCorp, Inc.

Larry Kissler
Chairman of the Board
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